

# Brand Evolution Overview

September 2025

# What is / isn't changing in destination state

## Where will brand changes appear on materials?

**All branded materials will be updated with the Evernorth Health Services logo**

**The Express Scripts and Accredo business names will be shown as text mention only**

You will see these changes on:

- Websites and mobile apps
- Social media channels
- Client and member/patient letters
- Member ID cards
- PPT and Word templates
- Event and sponsorship materials

## Will this change affect service operations?

**No.** Our dedication to providing exceptional service remains unwavering. Our customers can count on the same trusted team to deliver best-in-class support to our business partners and members.

## Will this change affect member benefits?

**No.** Please know that there will be no changes to benefits or coverage from Express Scripts as a result of brand changes.

# Express Scripts Pharmacy Benefit Services

# Express Scripts brand evolution

As part of our ongoing commitment to provide a more simplified experience for our clients and patients, we're unifying our businesses under one brand – Evernorth Health Services

## PHASE 1: BRAND EQUITY TRANSFER

- + Link legacy brand name to Evernorth
- + Consistent Evernorth visual identity

## PHASE 2: DESTINATION STATE

- + Lead with the Evernorth Health Services logo + brand
- + Prior business logos will be phased out
- + Business names in text mention only



**Express Scripts**  
By **EVERNORTH**



**Express Scripts®**  
**Pharmacy Benefit Services**

**EVERNORTH**  
HEALTH SERVICES

# Connecting Evernorth's portfolio of health services allows us to:



**Draw on data, trends, and shared experience** across the healthcare ecosystem to provide best in-class care



**Leverage broad clinical expertise** to understand clients' needs to create enhanced + expanded offerings



**Simplify the care experience** by removing barriers and reducing waste



**Make it easier** for clients and members to understand our full portfolio of capabilities



**Help our clients** make decisions that solve their biggest challenges

# Destination approach: Express Scripts Pharmacy Benefit Services

## What's changing...

- + On all communications and digital properties, we will use the Evernorth Health Services logo
  - + We will phase out the legacy Express Scripts blue logos and Express Scripts by Evernorth logos
- + The Express Scripts name is not going away. In addition to the Evernorth logo, you will see a business descriptor in branded materials:
  - + **Express Scripts® Pharmacy Benefit Services**  
(see visual examples)
- + Subsequent references in body copy, etc. will be shortened to 'Express Scripts' or 'Our'
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

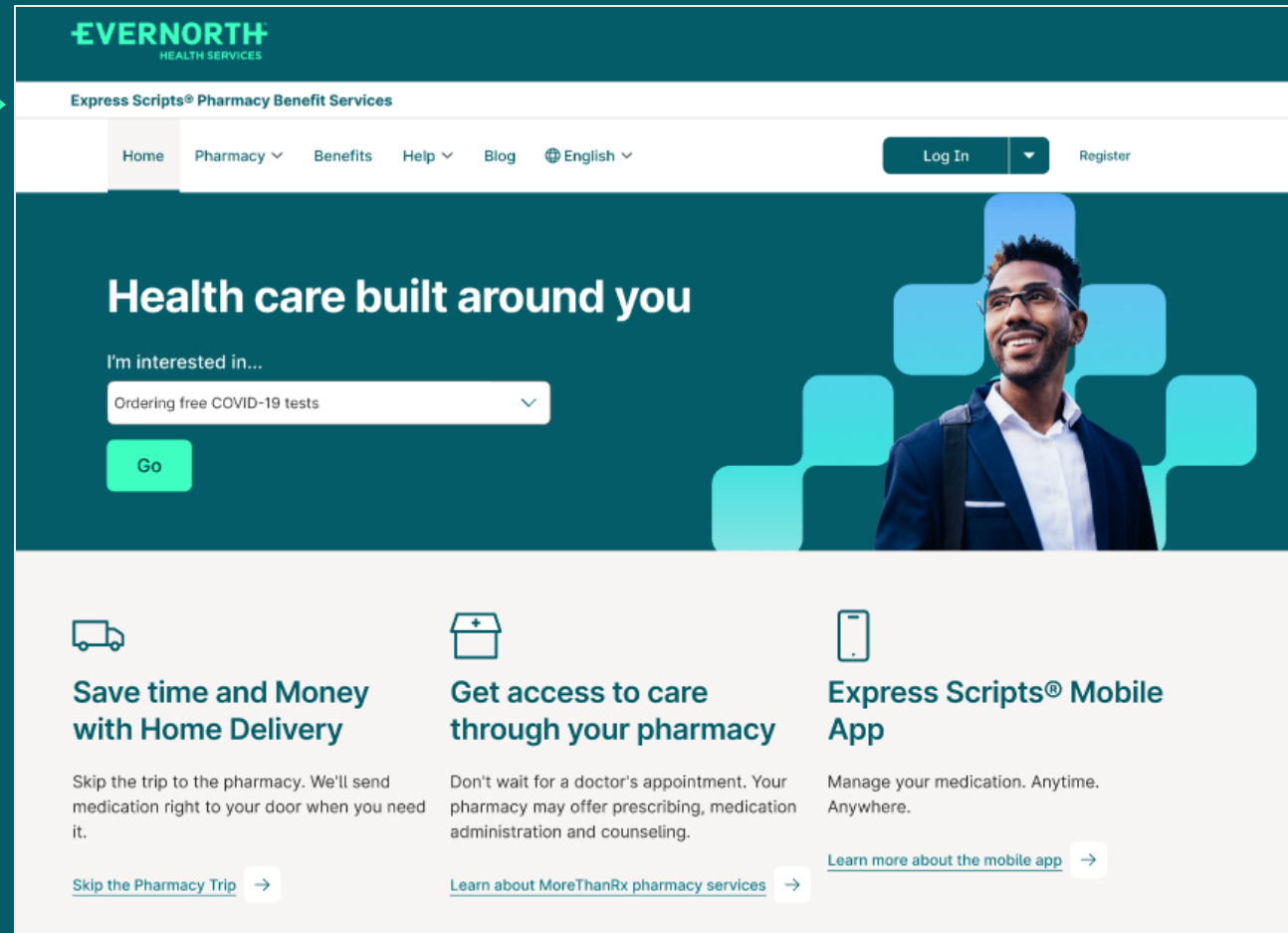
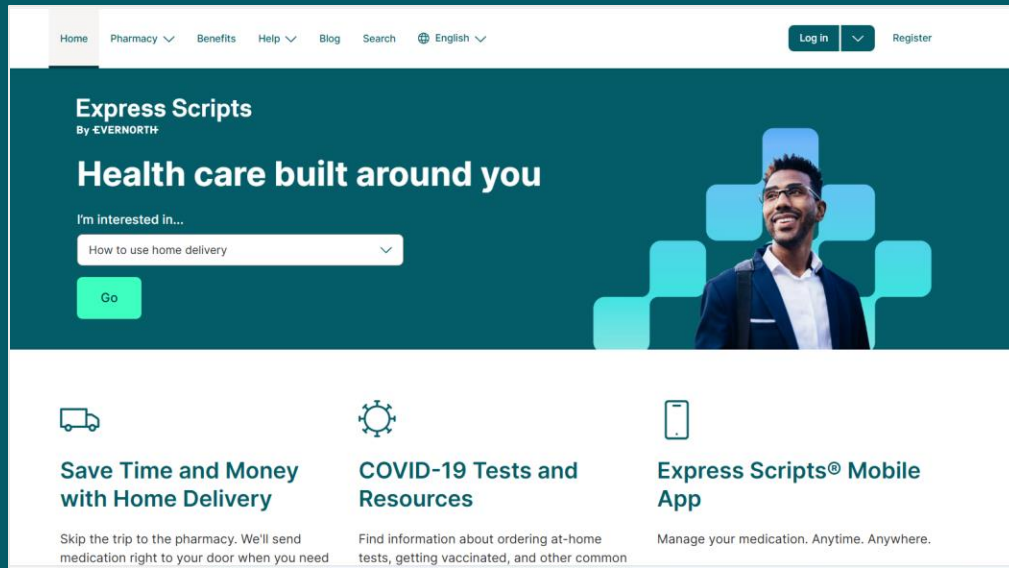
## Where...

- + Express-scripts.com + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Member materials (letters, ID cards, welcome packs, etc.)
- + Event + sponsorship materials
- + And more...

**These changes will not happen overnight: updated materials will continue to go live this year and going forward**

# Express Scripts pre-login

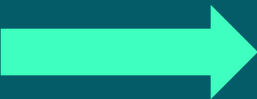
Live as of: 7/1/2025





# Express Scripts member letters

Go-live: 10/2025



Express Scripts

By EVERNORTH

John Doe

1234 ABC Street

St. Louis, MO 12345-9999

It's time to review your personalized monthly medication report.

Dear John Doe,

As prescription plan manager for <your employer, plan sponsor or health plan>, Express Scripts® by Evernorth has some important information about how you get your prescriptions. To potentially save time and money, you may need to fill some of your medications through a certain type of pharmacy.

Below is your personalized monthly medication report for your review and consideration.<sup>1</sup>

Status	Medication	Opportunities
<div></div>	<Brand Name>	You need to choose your preferred retail pharmacy. Log in at <a href="#">express-scripts.com</a> or call 888.888.8888 to tell us your choice. To find out if your current pharmacy is in network or to find a participating pharmacy near you, log in at <a href="#">express-scripts.com/pharmacies</a> .

How to fill your prescription through Express Scripts® Pharmacy by Evernorth

It's easy to start. Ask your doctor to e-prescribe to our home delivery pharmacy, or log in to your account at [express-scripts.com](#) and choose the medications you want delivered.

You can call us at 888.888.8888, and we'll be happy to help! Some of your medications may even be eligible for automatic refills.

You can also transfer your prescription to a participating retail pharmacy

Call or take your prescription bottle to your new pharmacy, and they will request a transfer of your prescription. You can also ask your doctor to call in your prescription to your new pharmacy.

These pharmacies are in-network and located near you:

<Pharmacy 1>

<Address>

<City, ST Zip>

<Phone>

<Pharmacy 2>

<Address>

<City, ST Zip>

<Phone>

For other locations, log in at [express-scripts.com](#).

Sincerely,

Express Scripts by Evernorth

© 2025 Express Scripts Inc. All Rights Reserved. All trademarks are the property of their respective owners.

Express Scripts® Pharmacy Benefit Services

EVERNORTH

HEALTH SERVICES

John Doe

1234 ABC Street

St. Louis, MO 12345-9999

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How to fill your prescription through Express Scripts® Pharmacy, Evernorth's home delivery pharmacy

It's easy to start. Ask your doctor to e-prescribe to our home delivery pharmacy, or log in to your account at [express-scripts.com](#) and choose the medications you want delivered.

You can call us at 888.888.8888, and we'll be happy to help! Some of your medications may even be eligible for automatic refills.

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<Address>

<City, ST Zip>

<Phone>

<Pharmacy 2>

<Address>

<City, ST Zip>

<Phone>

For other locations, log in at [express-scripts.com](#).

Sincerely,

Express Scripts Pharmacy Benefit Services

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© 2025 Evernorth Health Services. Confidential, unpublished property of Evernorth Health Services. Do not duplicate or distribute. Use and distribution limited solely to authorized personnel.



# Express Scripts mobile app

Go-live: 10/2025

## App Store Preview



### Express Scripts (4+)

Express Scripts

Designed for iPad

#33 in Medical

★★★★★ 4.8 • 368K Ratings

Free



## App Store Preview



### Express Scripts (4+)

Express Scripts

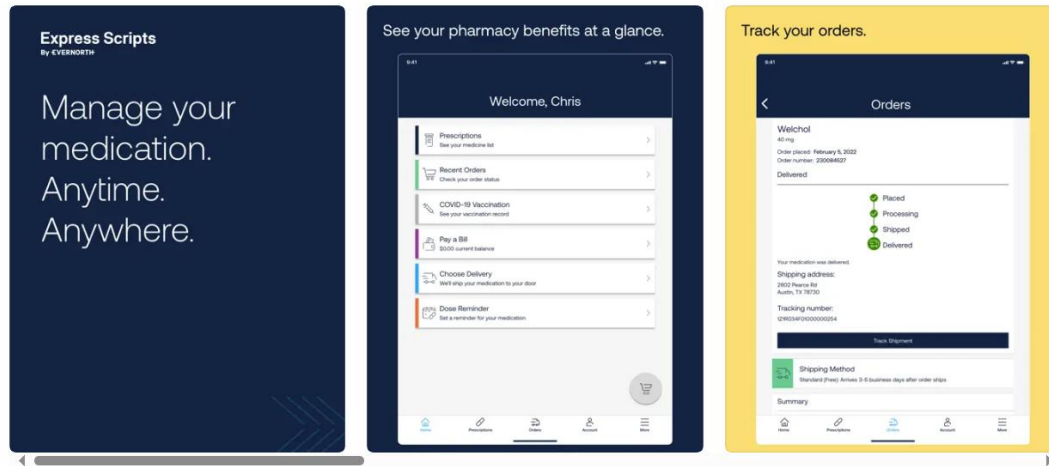
Designed for iPad

#33 in Medical

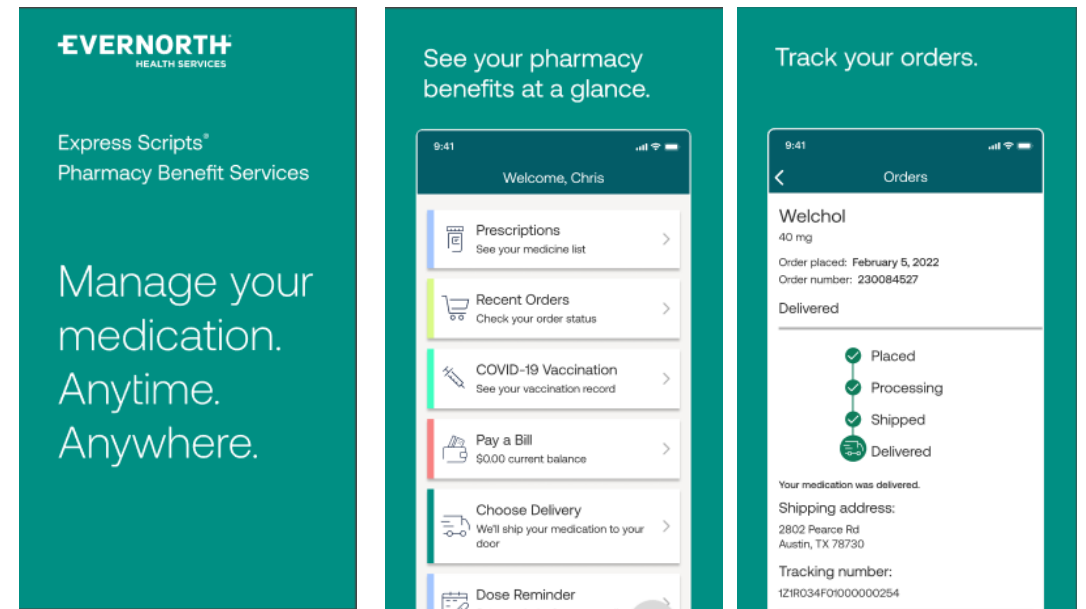
★★★★★ 4.8 • 368K Ratings

Free

## Screenshots [iPad](#) [iPhone](#)



## Screenshots [iPad](#) [iPhone](#)



# Express Scripts Pharmacy

# Express Scripts Pharmacy brand evolution

As part of our ongoing commitment to provide a more simplified experience for our clients and patients, we're unifying our businesses under one brand – Evernorth Health Services

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Express Scripts  
Pharmacy<sup>SM</sup>



Express Scripts  
Pharmacy  
By EVERNORTH



Express Scripts® Pharmacy

**EVERNORTH**<sup>®</sup>  
HEALTH SERVICES

# Connecting Evernorth's portfolio of health services allows us to:



**Draw on data, trends, and shared experience** across the healthcare ecosystem to provide best in-class care



**Leverage broad clinical expertise** to understand clients' needs to create enhanced + expanded offerings



**Simplify the care experience** by removing barriers and reducing waste



**Make it easier** for clients and members to understand our full portfolio of capabilities



**Help our clients** make decisions that solve their biggest challenges

# Destination approach: Express Scripts Pharmacy

## What's changing...

- + On all communications and digital properties, we will use the Evernorth Health Services logo
  - + We will phase out the legacy Express Scripts Pharmacy navy logos and Express Scripts Pharmacy by Evernorth logos
- + The Express Scripts Pharmacy name is not going away. Express Scripts Pharmacy will retain its name in prominent places within branded assets
  - + **Express Scripts® Pharmacy**  
(see visual examples)
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

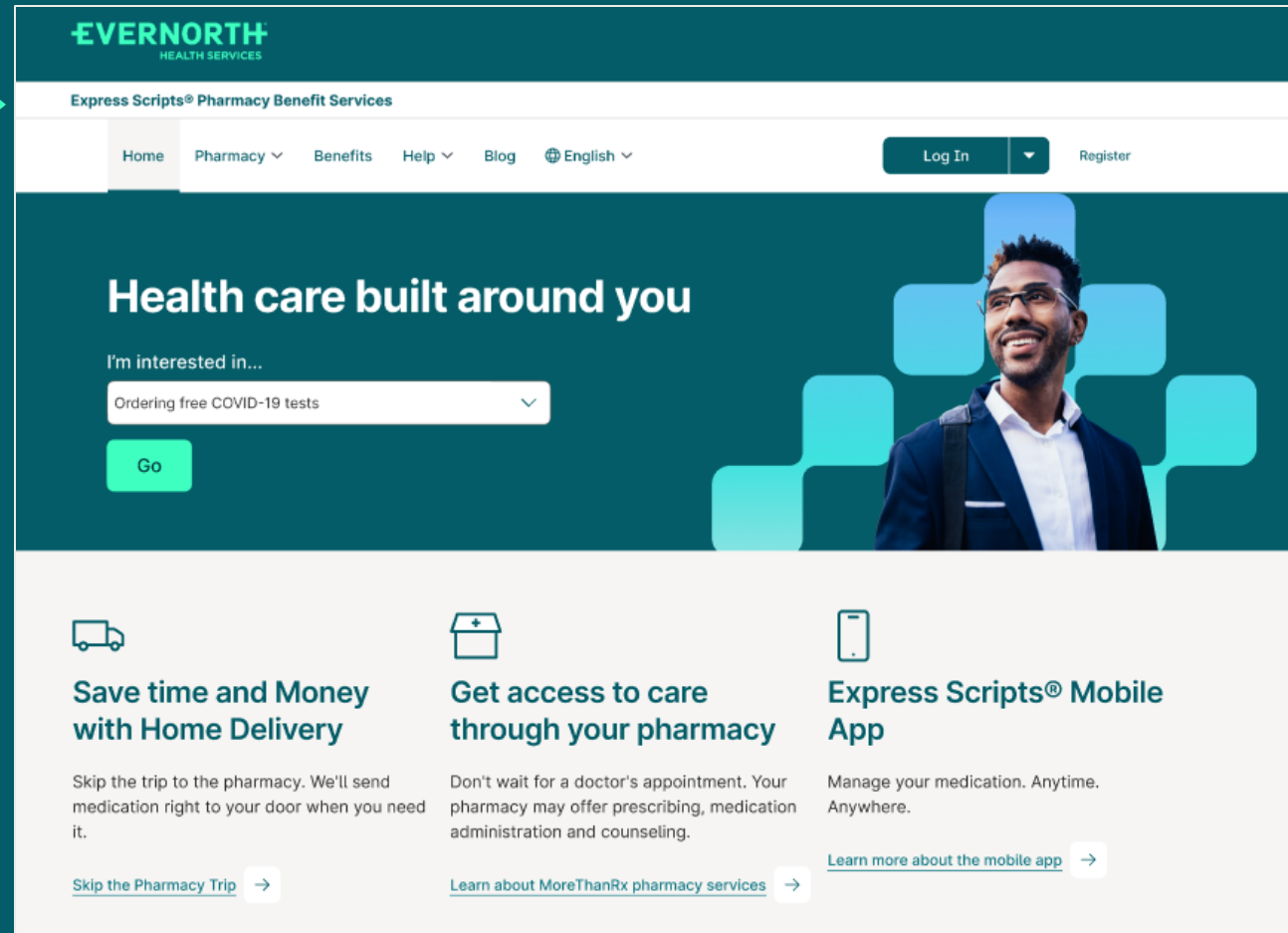
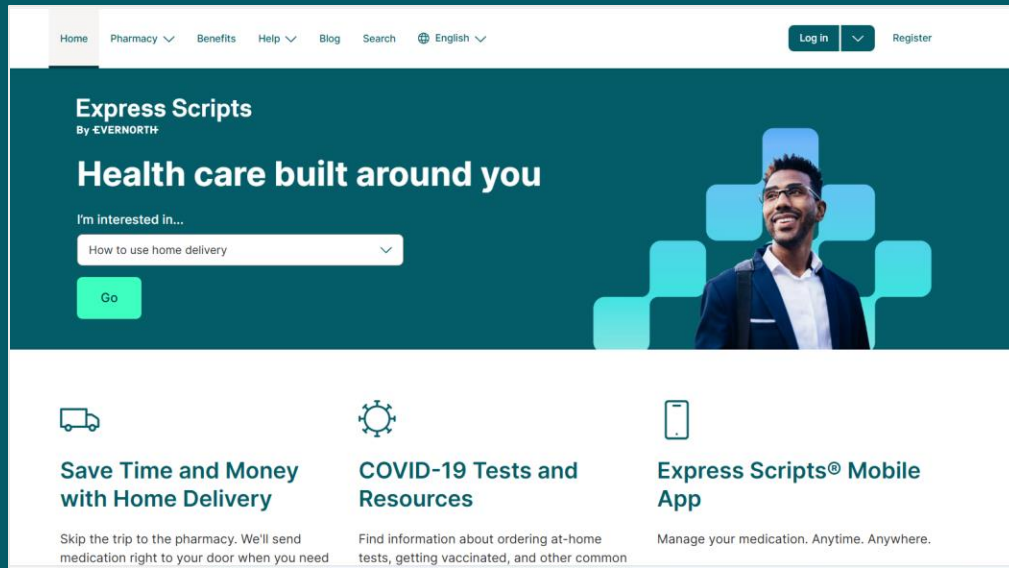
## Where...

- + Express-scripts.com/rx + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Patient materials (letters, literature packs, etc.)
- + Event + sponsorship materials
- + And more...

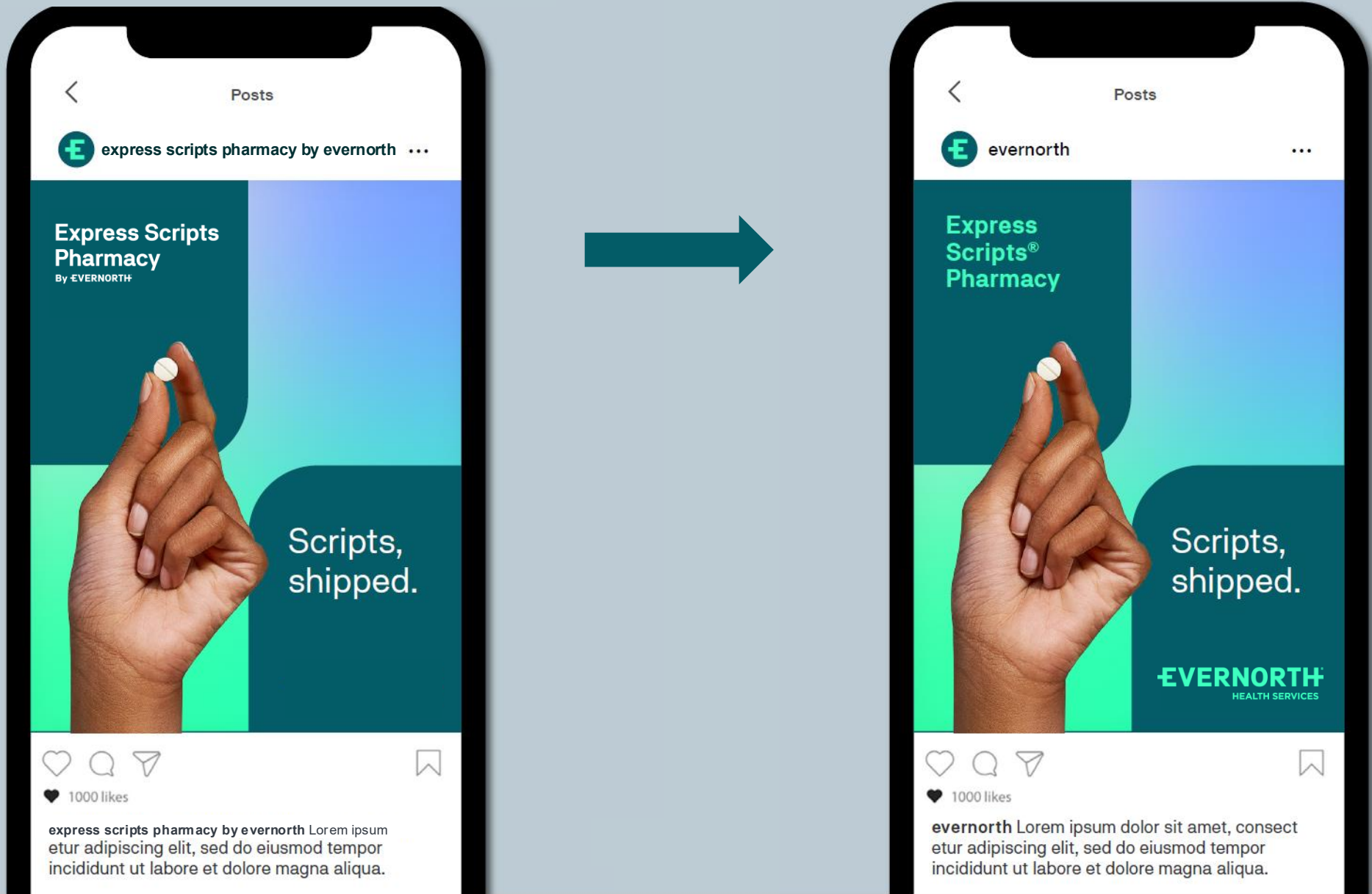
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# Express Scripts pre-login

Live as of: 7/1/2025



# Express Scripts Pharmacy social media





# Express Scripts mobile app

Go-live: 10/2025

App Store Preview



**Express Scripts** (4+)

Express Scripts

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App Store Preview



**Express Scripts** (4+)

Express Scripts


Designed for iPad

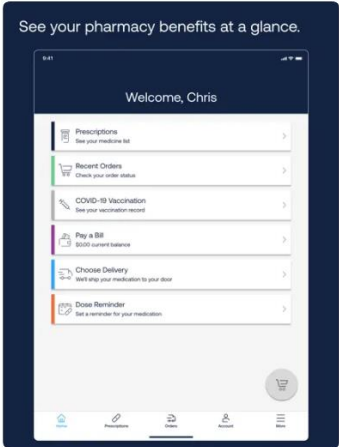
#33 in Medical

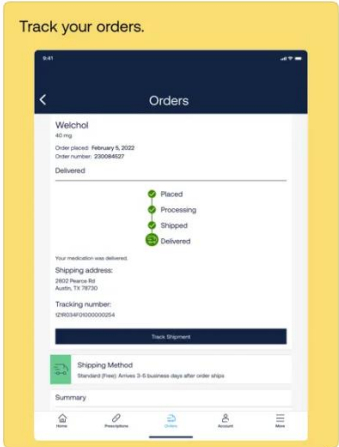
★★★★★ 4.8 • 368K Ratings

Free


Screenshots [iPad](#) [iPhone](#)

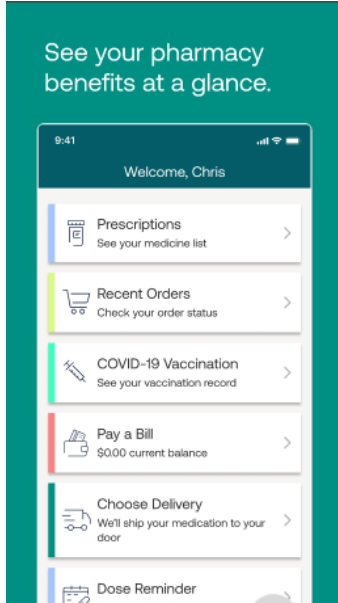


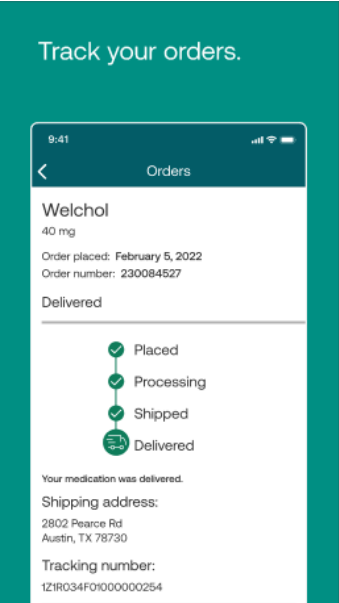




Screenshots [iPad](#) [iPhone](#)







# Accredo Specialty Pharmacy

# Accredo Specialty Pharmacy brand evolution

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- + Business names in text mention only

*accredo*<sup>®</sup>



**Accredo**  
By **EVERNORTH**



Accredo<sup>®</sup> Specialty Pharmacy

**EVERNORTH**<sup>®</sup>  
HEALTH SERVICES

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# Destination approach: Accredo Specialty Pharmacy

## What's changing...

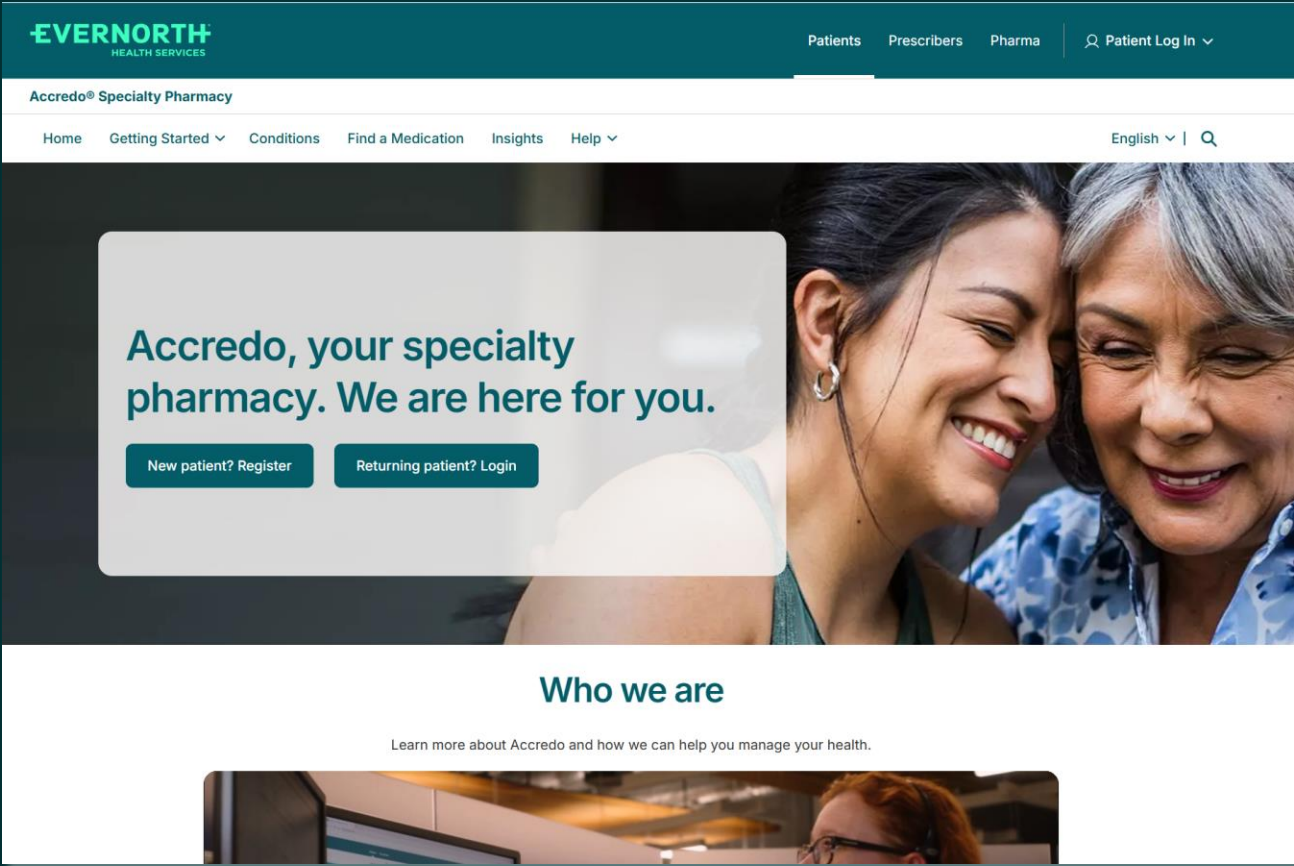
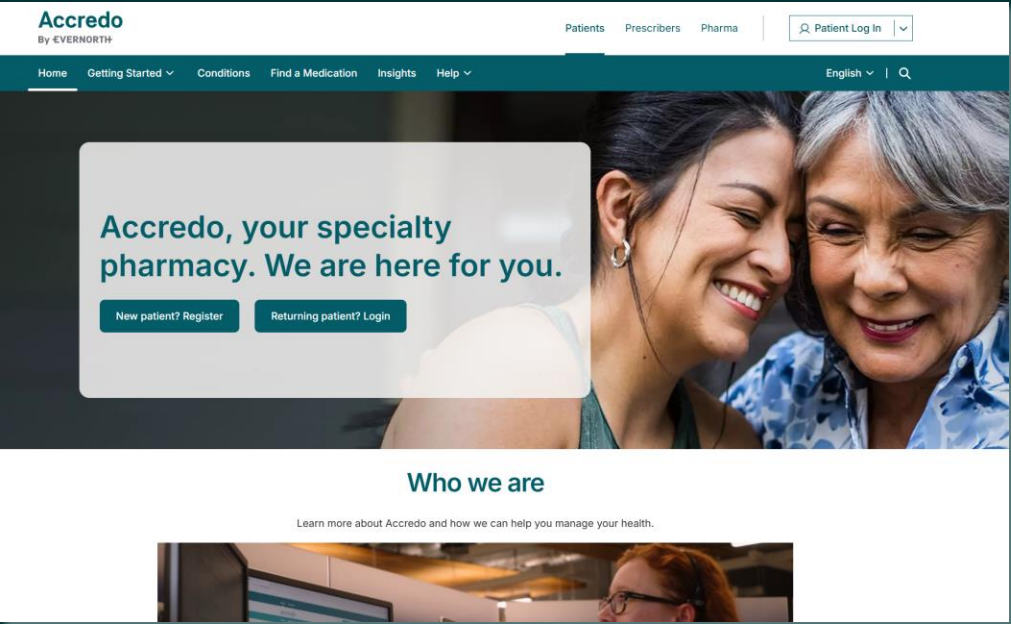
- + On all communications and digital properties, we will use the Evernorth Health Services logo
  - + We will phase out the legacy accredo script logos and Accredo by Evernorth logos
- + The Accredo name is not going away. In addition to the Evernorth logo, you will see a business descriptor in branded materials:
  - + **Accredo® Specialty Pharmacy**  
(see visual examples)
- + Subsequent references in body copy, etc. will be shortened to 'Accredo' or 'Our'
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

## Where...

- + Accredo.com + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Patient materials (letters, lit packs, etc.)
- + Event + sponsorship materials
- + And more...

# Accredo pre-login

Live as of: 5/1/2025




# Accredo emails

Accredo  
By EVERNORTH

Dedicated to  
your patients'  
care journey

Specialty pharmacy services to support patients and caregivers navigating complex and chronic conditions.



< Name >

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Section header bold.

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Call to Action




Headline goes here  
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Headline goes here  
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Headline goes here




Accredo Specialty Pharmacy

EVERNORTH  
HEALTH SERVICES

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&lt; Name &gt;

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Call to Action



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# Accredo mobile app

Go-live: 9/2025

Store

Mac

iPad

iPhone

Watch

Vision

AirPods

TV & Home

Entertainment

Accessories

Support

App Store Preview

Accredo

By EVERNORTH

Accredo 17+

Accredo Health Group, Inc

Designed for iPhone

#127 in Medical

★★★★★ 4.8 • 45.3K Ratings

Free

Open the Mac App Store to buy and download apps.

iPhone Screenshots

Welcome, Chris

Refill prescription Humira

Track current order Methotrexate

Manage your dose reminders

Make a payment \$350.00 current balance

Refill Prescription

CHOOSE DELIVERY DATE

When do you need your order?

Tuesday, June 19

Wednesday, June 20

Thursday, June 21

Friday, June 22

To schedule a different delivery date, please call us at 800.803.2523

Require signature upon delivery (Optional)

Save and Continue

Refill Prescription

Order Placed

Your refill order for Humira + Supplies is scheduled for delivery on:

Tuesday, June 19

Refrigeration is Required

Please refrigerate temperature sensitive items as soon as you receive them.

Your order will be shipped to:

Chris Smith

ESI

12345 West Main Street

Apartment 256 B

Homestead, FL 33035

Check your order detail for the latest information. You'll receive an invoice once your benefits are applied to the order.

Done

Order Info

Methotrexate

Order Placed: 06/15/2018

Status

SHIPPED

Your order is on the way.

Scheduled to arrive on 06/19/2018 via USPS

IN PROCESS

SHIPPED

DELIVERED

Shipped to

1 Express Scripts Dr.

St. Louis, MO 63111

Track Shipment at USPS.com

Summary

Methotrexate

2.5mg

Quantity: 12/Days Supply: 60

Rx # 123-222222-10

The Accredo® mobile app offers Accredo patients the convenience of managing specialty medications how you want, when you want. With the Accredo mobile app, you can:

• Order specialty medication refills\*

• Track your Accredo orders

more



Store

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iPad

iPhone

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TV & Home

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• Order specialty medication refills\*

• Track your Accredo orders

more

# Brand evolution

+ Partnership

# Supporting your team through this transition

We will continue to partner and collaborate with your team to:

- + Integrate the brand evolution updates into your experience and materials
- + Understand the impact of this change
- + Share updates as needed

